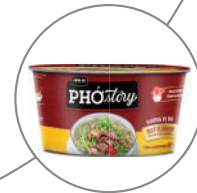




MAKE VIETNAMESE FOODS

GLOBAL FOODS



MASAN PROFILE GLOBAL PORTFOLIO

Masan is Vietnam's leading integrated consumer conglomerate.

#1 FMCG BRAND



#1 MODERN RETAILER



#1 TEA CHAIN



#1 BRANDED FRESH PROTEIN



#1 FINANCIAL SOLUTIONS PROVIDER



#1 FAST-GROWING MOBILE NETWORK



50

Best Vietnamese Listed
Companies – FORBES

50

Top 50 Corporate
Sustainability Awards
2024 - 2025

10

Top 10 largest
private enterprises
– Vietnam Report

01

Outstanding M&A
Strategic Businesses of
2009 - 2025

114

FORTUNE'S 500 biggest
companies in Southeast
Asia





“ All Masan’s products in each and every Vietnam household.
At least one Masan’s product in each and every household globally. ”



Masan Consumers Holdings – a part of Masan Group Corporation

30
years
of heritage

#1
Vietnamese FMCG

SERVING
98%
Household have at
least one product of
Masan

\$1.2^{Bn}
Revenue

OUR FACTORY

We have a network of facilities that allows us to cut distribution costs, satisfy regional tastes, increase productivity, and employ world-class production technologies. As a result, our products meet the highest standards for hygiene, safety, efficiency, and quality.

10

Food Factories

2

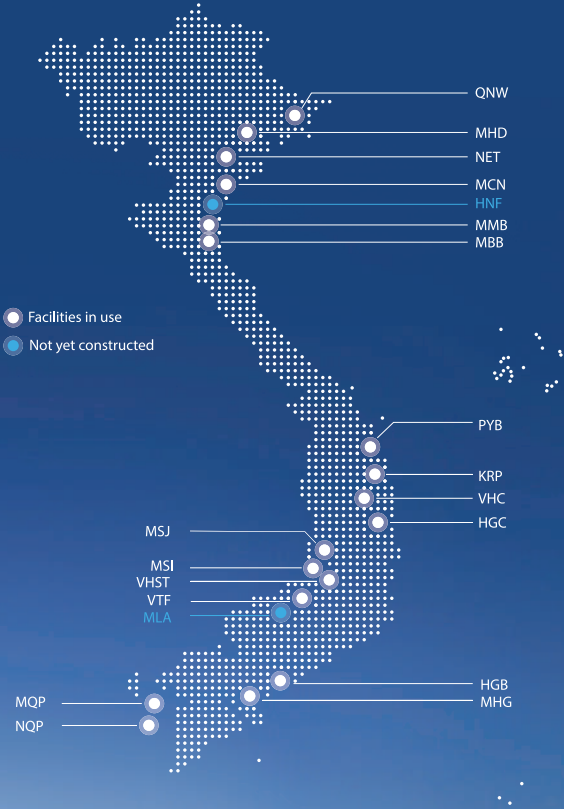
Home & Personal Care Factories

5

Beverage Factories

3

Beer Factories



OUR R&D CAPABILITY



115_{SKUs}

INNOVATION
Roll Out Per Annum
2022-2024

Of all categories: Seasoning,
Convenient Foods, Beverage &
Coffee, Processed Meat, and Home
& Personal Care

17

LAB & PILOT
equipment

Capable of, among others,
Fermentation, Micro, Sensory,
Packaging, Formulation &
Co-creation center

25

CO-OPERATIONS

With Institutes, Universities, Flavours
Houses (e.g. Suwon University,
Jinju Ltd Co.)

120

TECHNOLOGISTS &
SCIENTISTS

In diversified background &
knowledge of Food Technology,
Material Technology, Biotechnology,
Chemistry and other related fields

OUR GLOBAL FOOTPRINT

MARKETS

26+

YOY CARG

27%



REMARKABLE GROWTH OF INTERNATIONAL ASIAN, VIETNAMESE FOOD

Driven by global macro trends & younger gens holding spending power in next 10 years

209%
FAME CARG
VIETNAMESE CUISINE

12%
CARG
ASIAN CUISINE

7%
CARG
INTERNATIONAL CUISINE

46% of Gen X/Z said they bought ethnic food products often in the last year.

42% of consumers associated Asian food with being healthy (fermented, probiotics).

200% increase in Vietnamese franchise food-chain over the past 5 years.

12% of WALMART buyers in the US liked Vietnamese food.

Vietnamese Cuisine is at the forefront of global trends in ethnic flavours, gaining global popularity

TOP
1

Best Food Destination in the World 2024 (TripAdvisor Travelers' Choice Awards)

TOP
3

Global Culinary Cravings (National Restaurant Association 2025)

TOP
15

Best Soups in the World 2024-2025 PHỞ (TasteAtlas)





CHIN-SU

Nam
Ngu

Omachi

Vinacafe

wake-up

SINCE 1928
VĨNH
HẢO

For over 30 years, we have taken pride in developing iconic heritage brands that are Vietnam's national pride including CHIN-SU, Vinacafe và Vĩnh Hảo. We are committed to the highest quality of product standards and unwavering dedication to consumer satisfaction.

CHIN-SU

VIETNAMESE PREMIUM SAUCE

CHIN-SU Brand is Vietnam's National Pride

**NO #1 VIETNAMESE
CONDIMENT BRAND**

Chosen & Trusted by Vietnamese families with The
Most Authentic Vietnamese Flavours



CHIN-SU

VIETNAMESE PREMIUM SAUCE

Global portfolio,
authentic taste of Vietnam



FISH SAUCE
No.1 Fish Sauce
in Vietnam



PHỞ INSTANT NOODLES
No.2 Premium
Noodles in Vietnam



HOT CHILI SAUCE
No.1 Hot Sauce
in Vietnam

CHIN-SU®

OUR SIGNATURE PRODUCT IN THE US: HOT CHILI SAUCE



20+

Now Available
at Costco Warehouses

COSTCO
WHOLESALE

#2

MOST Reordered
HOT SAUCE on Weee!
Largest Online
Asian grocery app

Weee!

#10

BESTSELLER
CHILI SAUCE
on Amazon

amazon

700

Ratings, 4.5 Stars

★★★★☆
amazon

REMARKABLE CONSUMER REVIEWS & RECEPTION

"Best hot sauce have ever eaten in my life..."

"a BETTER Sriracha..."

"Heaven in a bottle..."

"Game Changer..."

"10/10 Flavor...."

ORIGINAL CHILI PEPPERS SOURCED
ONLY FROM VIETNAM
UNIQUE FERMENTATION PROCESS

Ripen "Chi Thiên" chili peppers are hand-picked since the early morning, then heated for 15 minutes and carefully fermented for 12 months with fresh garlic, salt, and pepper to create each bottle of CHIN-SU hot sauce.

Chili Sauce



OUR PRODUCT



WHAT MAKES CHIN-SU HOT SAUCE SPECIAL?

- Perfect Harmony of Flavours: Spicy, Sour, Salty & Sweet
- Original Chili Peppers from Vietnam
- Truly authentic Vietnamese Taste go best with Vietnamese Food
- Craveable Heat & Tastemaker, going well with everything

ORIGINAL



Shelf-life: **18 months**(*)

Storage condition:

Room temperature

Unit volume:	Carton box:
250g /Bottle	24 Bottles /Box
500g /Bottle	12 Bottles /Box
1kg /Bottle	12 Bottles / Box

SRIRACHA



Shelf-life: **18 months**(*)

Storage condition:

Room temperature

Unit volume:	Carton box:
250g /Bottle	24 Bottles /Box
500g /Bottle	12 Bottles /Box
1kg /Bottle	12 Bottles / Box

PHỞ



Shelf-life: **18 months**(*)

Storage condition:

Room temperature

Unit volume:	Carton box:
250g /Bottle	24 Bottles /Box
500g /Bottle	12 Bottles /Box
1kg /Bottle	12 Bottles / Box

SWEET & SOUR



Shelf-life: **18 months**(*)

Storage condition:

Room temperature

Unit volume:	Carton box:
250g /Bottle	24 Bottles /Box
500g /Bottle	12 Bottles /Box
1kg /Bottle	12 Bottles / Box

(*) Packaging language, pack size, design, and product information may vary by market.

CHIN-SU®



FISH SAUCE

FISH SAUCE WITH
FRESH ANCHOVIES FROM VIETNAM

FROM THE

NO.1

MANUFACTURER
OF FISH SAUCE IN VIETNAM

CENTURIES - OLD
FERMENTATION METHOD

OUR PRODUCT



WHAT MAKES CHIN-SU FISH SAUCE SPECIAL?

-  **FRESH ANCHOVIES FROM VIETNAM:**
Salted directly on the boat immediately after being caught to preserve the freshness and flavour of the anchovies.
-  **DELICIOUS TO THE LAST DROP:**
A robust umami flavour, perfect for dipping, cooking, and marinating all kinds of dishes.
-  **ONLY THE GOOD STUFF:**
No preservatives
No artificial flavours
Gluten-free

LOBSTER BRAND



Shelf-life: **36 months**(*)
Storage condition:
Room temperature
Unit volume: **696ml/Bottle**
Carton box: **12 Bottles/Box**

EAST SEA ANCHOVY



Shelf-life: **24 months**(*)
Storage condition:
Room temperature
Unit volume: **500ml/Bottle**
Carton box: **6 Bottles/Box**

EAST SEA ANCHOVY



Shelf-life: **18 months**(*)
Storage condition:
Room temperature
Unit volume: **720ml/Bottle**
Carton box: **12 Bottles/Box**

PROFESSIONAL



Shelf-life: **36 months**(*)
Storage condition:
Room temperature
Unit volume: **2L/Can**
Carton box: **6 Cans/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

CHIN-SU PHÙ QUỐC



Shelf-life: **36 months(*)**
Storage condition:
Room temperature
Unit volume: **700ml/Bottle**
Carton box: **12 Bottles/Box**

SALMON



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **635ml/Bottle**
Carton box: **12 Bottles/Box**

SALMON



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **500ml/Bottle**
Carton box: **12 Bottles/Box**

SWEET & SOUR



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **500ml/Bottle**
Carton box: **12 Bottles/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

GOLDEN DROP GENUINE



Shelf-life: **24 months(*)**

Storage condition:

Room temperature

Unit volume: Carton box:
300 ml /Bottle 24 Bottles /Box
650 ml /Bottle 12 Bottles /Box

NAM NGU PHÚ QUỐC



Shelf-life: **36 months(*)**

Storage condition:

Room temperature

Unit volume: Carton box:
500ml/Bottle 12 Bottles/Box

NAM NGU



Shelf-life: **12 months(*)**

Storage condition:

Room temperature

Unit volume: Carton box:
500 ml /Bottle 24 Bottles /Box
750 ml /Bottle 18 Bottles /Box
900 ml /Bottle 15 Bottles /Box

NAM NGU DE NHI DIPPING SAUCE



Shelf-life: **12 months(*)**

Storage condition:

Room temperature

Unit volume: Carton box:
900 ml/Bottle 15 Bottles/Box

(*) Packaging language, pack size, design, and product information may vary by market.

NAM NGU SWEET & SOUR DIPPING FISH SAUCE



Shelf-life: **12 months(*)**
Storage condition:
Room temperature
Unit weight: **330ml/Bottle**
Carton box: **12 Bottles/Box**

NAM NGU



Shelf-life: **15 months(*)**
Storage condition:
Room temperature
Unit weight: **4.8 ml/Bottle**
Carton box: **4 Bottles/Box**

(*) Packaging language, pack size, design, and product information may vary by market.



SOY SAUCE



OUR PRODUCT



WHAT MAKES CHIN-SU FISH SAUCE SPECIAL?

- Premium soy sauce with simple ingredients.
- Rich aroma from the first drop to last.
- Elevates every dish with natural flavor.

ORIGINAL



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **330ml/Bottle**
Carton box: **24 Bottles/Box**

GARLIC & CHILI



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **330ml/Bottle**
Carton box: **24 Bottles/Box**

SHIITAKE MUSH ROOM



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **330ml/Bottle**
Carton box: **24 Bottles/Box**

TAM THAI TU



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **500ml/Bottle**
Carton box: **24 Bottles/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

CHIN-SU®

NGON HAO HANG







BOUILLON GRANULES



OUR PRODUCT



WHAT MAKES CHIN-SU FISH SAUCE SPECIAL?

-  Made with lobster powder for a rich, savory seafood taste.
-  Enhances umami in soups, broths, stir-fries, and more.
-  Convenient granule form – easy to use, no complex preparation.
-  Perfect for soups, stews, sauces, rice, vegetables, and pasta.

**LOBSTER
SEASONING POWDER**



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit weight: **450g/Jar**
Carton box: **6 Jars/Box**

**LOBSTER
SEASONING POWDER**



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit weight: **2 kg/Bag**
Carton box: **6 Bags /Box**

(*) Packaging language, pack size, design, and product information may vary by market.

CHIN-SU®

CONVENIENT INSTANT PHỞ
TASTE AS DELICIOUS & AUTHENTIC
AS RESTAURANT PHỞ

PHỞ[?] story



OUR PRODUCT



WHAT MAKES CHIN-SU PHỞ STORY SPECIAL?

- ☺ The most Authentic Recipe preserved since 1955
- ☺ Traditional flavours, preserved through 3 generation of Phở Thin Bo Ho for 70 years.

BEEF FLAVOUR



Shelf-life: **12 months(*)**
Storage condition:
Room Temperature
Unit volume: **65g/Pack**
Carton box: **30 Packs/Box**

BEEF FLAVOUR



Shelf-life: **12 months(*)**
Storage condition:
Room Temperature
Unit Volume: **65g/Bowl**
Carton box: **24 Bowls/Box**

BEEF FLAVOUR



Shelf-life: **12 months(*)**
Storage condition:
Room Temperature
Unit Volume: **81g/Bowls**
Carton box: **12 Bowls/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

CHICKEN FLAVOUR



Shelf-life: **18 months**(*)
Storage condition:
Room Temperature
Unit volume: **67g/Pack**
Carton box: **30 Packs/Box**

CHICKEN FLAVOUR



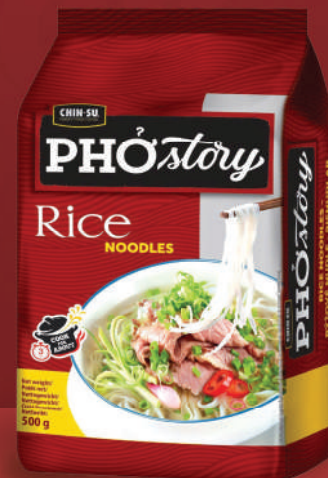
Shelf-life: **12 months**(*)
Storage condition:
Room Temperature
Unit volume: **67g/Bowl**
Carton box: **24 Bowls/Box**

HU TIEU - SEAFOOD FLAVOR



Shelf-life: **15 months**(*)
Storage condition:
Room Temperature
Unit weight: **68g/Pack**
Carton box: **30 Packs/Box**

DRIED RICE NOODLES



Shelf-life: **18 months**(*)
Storage condition:
Room Temperature
Unit volume: **500g/Pack**
Carton box: **16 Packs/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

OMACHI IS THE LEADING INSTANT NOODLE BRAND IN VIETNAM'S HIGH-END SEGMENT AND IS THE FIRST IN THE COUNTRY THAT BOTH BOAST QUALITY AND GENUINELY CARE ABOUT CONSUMER'S HEALTH.

INSTANT NOODLES



OUR PRODUCT



WHAT MAKES OMACHI INSTANT NOODLES SPECIAL?

- ☞ No. 2 instant noodle brand and leading premium segment in Vietnam.
- ☞ Noodles crafted with potato starch to help prevent "inner heat".
- ☞ Exquisite and abundant flavors from unique broth recipes.

STEWED PORK RIB FLAVOUR



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **79g/Pack**
Carton box: **30 Packs/Box**

STEWED BEEF FLAVOUR



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **79g/Pack**
Carton box: **30 Packs/Box**

HOT AND SOUR SHRIMP FLAVOUR



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **79g/Pack**
Carton box: **30 Packs/Box**

SPAGHETTI SAUCE



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **91g/Pack**
Carton box: **30 Packs/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

STEWED PORK RIB FLAVOUR



Shelf-life: **18 months(*)**
Storage condition:
Room Temperature
Unit volume: **87g/Bowl**
Carton box: **24 Bowls/Box**

STEWED BEEF FLAVOUR



Shelf-life: **18 months(*)**
Storage condition:
Room Temperature
Unit volume: **87g/Bowl**
Carton box: **24 Bowls/Box**

HOT AND SOUR SHRIMP FLAVOUR



Shelf-life: **18 months(*)**
Storage condition:
Room Temperature
Unit Volume: **87g/Bowls**
Carton box: **24 Bowls/Box**

SPAGHETTI



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit volume: **105g/Bowl**
Carton box: **24 Bowls/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

STEWED PORK RIB FLAVOUR



Shelf-life: **12 months**(*)
Storage condition:
Room Temperature
Unit volume: **65g/Cup**
Carton box: **24 Cups/Box**

STEWED BEEF FLAVOUR



Shelf-life: **12 months**(*)
Storage condition:
Room Temperature
Unit volume: **65g/Cup**
Carton box: **24 Cups/Box**

HOT AND SOUR SHRIMP FLAVOUR

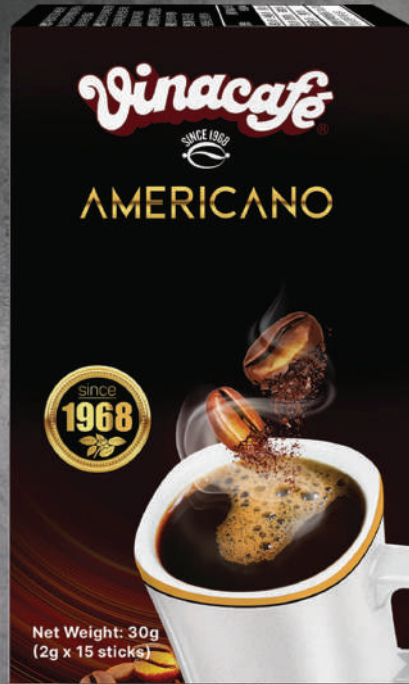


Shelf-life: **12 months**(*)
Storage condition:
Room Temperature
Unit volume: **65g/Cup**
Carton box: **24 Cups/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

SINCE 1968
THE FIRST-EVER & ALL-TIME-FAVOURITE
VIETNAMESE INSTANT COFFEE

INSTANT
COFFEE



OUR PRODUCT

WHAT MAKES VINACAFÉ SPECIAL?



- Founded in 1968 as the first coffee brand in Indochina and established the largest coffee facility in Vietnam in 2010.
- Roasting technology for the recovery of volatile aroma helps maintain the unique flavor of coffee in each product.
- Exclusive mixing formula inherited and developed by Vinacafé experts with passion for 55 years.

AMERICANO



Shelf-life: **18 months(*)**
Storage condition:
Room Temperature
Unit weight: **2g/Stick**
Inner box: **15 sticks/Inner Box**
Carton box: **24 Inner Boxes/Carton**

AMERICANO



Shelf-life: **18 months(*)**
Storage condition:
Room Temperature
Unit Weight: **2g/Stick**
Poly Bag: **100 Sticks/Bag**
Carton Box: **24 Bags/Box**

GOLD 3IN1



Shelf-life: **18 months(*)**
Storage condition:
Room Temperature
Unit weight: **16g/Stick**
Inner box: **18 sticks/Inner Box**
Carton box: **24 Inner Boxes/Carton**

GOLD 3IN1



Shelf-life: **18 months(*)**
Storage condition:
Room Temperature
Unit weight: **16g/Stick**
Poly bag: **50 Sticks/Bag**
Carton box: **24 Bags/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

3 IN 1 – GOLD ORIGINAL



Shelf-life: **24 months(*)**
Storage condition:
Room temperature
Unit weight: **20g/Sachet**
Inner box: : **24 Sachets/Bag**
Carton box: **20 Bags/Box**

3 IN 1 – GOLD ORIGINAL



Shelf-life: **24 months(*)**
Storage condition:
Room temperature
Unit weight: **18g/Stick**
Inner box: : **100 Sticks/Bag**
Carton box: **5 Bags/Carton**

3 IN 1 – RICH BLEND



Shelf-life: **24 months(*)**
Storage condition:
Room temperature
Unit weight: **20g/Sachet**
Inner box: : **20 Sachets/Bag**
Carton box: **20 Bags/Box**

3 IN 1 – STRONG BLEND



Shelf-life: **24 months(*)**
Storage condition:
Room temperature
Unit weight: **20g/Sachet**
Inner box: : **20 Sachets/Bag**
Carton box: **20 Bags/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

WAKE-UP WEASEL 3 IN 1



Shelf-life: **24 months(*)**
Storage condition:
Room temperature
Unit weight: **17g/Stick**
Inner box: : **50 Sticks/Bag**
Carton box: **10 Bags/Box**

WAKE-UP WEASEL 3 IN 1



Shelf-life: **24 months(*)**
Storage condition:
Room temperature
Unit weight: **17g/Stick**
Inner box: : **18 Sticks/Box**
Carton box: **20 Boxes/Carton**

CHẤT SAIGON



Shelf-life: **24 months(*)**
Storage condition:
Room temperature
Unit weight: **29g/Sachet**
Inner box: : **10 Sachets/Box**
Carton box: **20 Boxes/Carton box**

B'FAST INSTANT CEREAL



Shelf-life: **18 months(*)**
Storage condition:
Room temperature
Unit weight: **25g/Sachet**
Inner box: : **20 Sachets/Box**
Carton box: **14 Bags/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

OUR PRODUCT

WHAT MAKES WAKE-UP 247 ENERGY DRINK SPECIAL?



- ⚡ Bold and robust coffee-flavored energy drink engineered to unleash peak performance and eliminate fatigue instantly.
- ⚡ High-caffeine formula providing a rich energy source to maintain constant alertness and replenish the body for a refreshed state.
- ⚡ Versatile daily energy solution crafted to dispel sluggishness and support a healthy, vibrant, and active lifestyle.

**ENERGY DRINK
COFFEE FLAVOR**



Shelf-life: **12 months**(*)
Storage condition:
Room temperature
Unit weight: **330 mL/Bottle**
Carton box: **24 Bottles/Carton**

**ENERGY DRINK
COFFEE FLAVOR**



Shelf-life: **24 months**(*)
Storage condition:
Room temperature
Unit weight: **320 mL/Can**
Carton box: **24 Cans/Carton**

(*) Packaging language, pack size, design, and product information may vary by market.

WITH 100% YOUNG TEA BUDS FROM
THAI NGUYEN - THE HERITAGE
LAND OF VIETNAMESE TEA

TEA



OUR PRODUCT



WHAT MAKES BUPNON TEA 365 SPECIAL?

- Over 50% consumer preference for its unique color and balanced flavor.
- Bupnon Tea 365 stands out as a premium, preservative-free, ready-to-drink tea.

LEMONGRASS FLAVOUR



Shelf-life: **12 months(*)**
Storage condition:
Room temperature
Unit volume: **500 ml/Bottle**
Carton box: **24 Bottles/Box**

PEACH BLACK TEA



Shelf-life: **12 months(*)**
Storage condition:
Room temperature
Unit volume: **500 ml/Bottle**
Carton box: **24 Bottles/Box**

HONEY FLAVOUR



Shelf-life: **12 months(*)**
Storage condition:
Room temperature
Unit volume: **500 ml/Bottle**
Carton box: **24 Bottles/Box**

(*) Packaging language, pack size, design, and product information may vary by market.

OUR PRODUCT

F⁻

Mg⁺

Na⁺

Ca⁺

K⁺

BICARBONATE

- 💧 Vietnam's legendary mineral water since 1928, standing as a century-old symbol of natural vitality and health.
- 💧 Exceptional mineral-rich source offering a "spring of youth" experience that goes beyond simple hydration.
- 💧 Time-honored refreshment crafted by nature to deliver revitalizing health benefits in every drop.

WHAT MAKES
VĨNH HẢO MINERAL WATER
SPECIAL?



Shelf life: **24 months**
Storage condition:
Room temperature
Unit weight: **500mL**
Carton box: **24 Bottles/Carton**



MASAN CONSUMER CORPORATION

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